

**GREETINGS, ETC.**

**A THOUSAND AMERICANS WILL STOP SMOKING TODAY. . . .**

**THEIR FUNERALS WILL BE HELD WITHIN THE NEXT THREE OR  
FOUR DAYS.**

**THAT'S THE WAY I HAVE STARTED A NUMBER OF LECTURES ON  
SMOKING.**

**IT GETS PEOPLE'S ATTENTION.**

**I FEEL I HAVE TO SAY SOMETHING DRAMATIC TO GET THEIR  
ATTENTION.**

**I SHOULDN'T HAVE TO.**

**WHAT IS IT ABOUT TOBACCO THAT NUMBS THE AMERICAN  
PEOPLE?**

**IF ANYTHING ELSE KILLED 390,000 OF OUR FELLOW-CITIZENS  
EACH YEAR, THE PUBLIC WOULD DEMAND ACTION FROM OUR  
GOVERNMENT.**

**INSTEAD, TOBACCO HAS, FROM THE BEGINNING, BEEN CODDLED  
BY OUR GOVERNMENT.**

**THIS DISTINGUISHED AUDIENCE KNOWS ABOUT THAT, AND AS A PHYSICIAN AND FORMER PUBLIC HEALTH OFFICER, I DON'T WANT TO RAISE YOUR BLOOD PRESSURE --OR MAKE YOUR BLOOD BOIL-- BY REVIEWING THE SORRY STORY IN GREAT DETAIL.**

**BUT IN A FEW WORDS, I'LL REMIND YOU THAT TOBACCO HAS BEEN ASSOCIATED NOT ONLY WITH DISEASE AND DEATH, BUT ALSO WITH MONEY.**

**THAT, OF COURSE IS THE REASON FOR ITS SPECIAL TREATMENT.**

**TOBACCO WAS THE CASH CROP THAT FINANCED THE AMERICAN  
REVOLUTION --THOSE VIRGINIA PLANTERS FETCHED A GREATER  
RETURN FOR TOBACCO LEAVES THAN DID THE HARDY NEW  
ENGLANDERS FOR THEIR PUMPKINS.**

**CONGRESS HAS BEEN HELD HOSTAGE EVER SINCE.**

**DESPITE THE SINISTER ASSOCIATIONS, FIRST WITH SLAVERY, AND  
LATER WITH CANCER AND HEART DISEASE, AMERICAN TOBACCO  
HAS ENJOYED GOVERNMENT PROTECTION.**

**TOBACCO MONEY EXPLAINS THE RELUCTANCE OF CONGRESS TO  
TOLERATE ANY REGULATION OF TOBACCO, SO IT HAS BEEN  
DECLARED TO BE NEITHER A FOOD, NOR A DRUG, NOR A  
COSMETIC.**

**ANY SPEECH ON SMOKING BECOMES A "GOOD NEWS/BAD NEWS"  
STORY.**

**THE GOOD NEWS IS THAT WE ARE --AT LAST-- WINNING THE WAR  
AGAINST TOBACCO.**

**THE BAD NEWS IS THAT THERE ARE MANY BATTLES STILL TO  
FIGHT.**

**SOME OF THE MOST CRUCIAL ARE AT THE WORKSITE.**

**IN MY FINAL YEAR AS YOUR SURGEON GENERAL I WAS  
PRIVILEGED TO COMMEMORATE WITH A SPECIAL REPORT THE  
25TH ANNIVERSARY OF THE FIRST SURGEON GENERAL'S REPORT  
ON SMOKING.**

**THAT FIRST, HISTORY-MAKING REPORT WAS TITLED "SMOKING AND HEALTH: THE REPORT OF THE ADVISORY COMMITTEE TO THE SURGEON GENERAL."**

**IT WAS RELEASED TO THE PUBLIC ON JANUARY 11, 1964, BY THE LATE DR. LUTHER L. TERRY, A COURAGEOUS PHYSICIAN WHO WAS SURGEON GENERAL OF THE U.S. PUBLIC HEALTH SERVICE AT THAT TIME.**



**HOW MUCH DID WE REALLY KNOW IN 1964 ABOUT SMOKING AS A  
CAUSE OF CANCER?**

**AND HOW MUCH DO WE REALLY KNOW TODAY?**

**LET ME BEGIN BY OBSERVING THAT THE FIRST REPORT BY DR.  
TERRY**

**DID NOT INITIATE A RESEARCH PROGRAM LINKING SMOKING  
WITH MAJOR DISEASE CONDITIONS. SUCH RESEARCH WAS  
ALREADY GOING ON.**

**MEDICAL CONCERN ABOUT SMOKING DID NOT POP OUT OF NOWHERE IN 1964. LONG BEFORE THAT THERE WAS A CORE OF CONCERNED PHYSICIANS, ESPECIALLY CONCERNED ABOUT THE CLEAR CONNECTIONS BETWEEN LUNG CANCER AND SMOKING IN THEIR MALE PATIENTS.**

**DR. TERRY'S REPORT GAVE NEW ENERGY AND NEW DIRECTION TO AN ALREADY IMPRESSIVE RESEARCH EFFORT.**

**IN FACT, AS OF 1964 THERE WERE 7,000 ARTICLES IN THE WORLD BIOMEDICAL LITERATURE DEALING WITH THE LINKAGE BETWEEN SMOKING AND HEALTH.**

**AFTER REVIEWING THOSE RESEARCH PAPERS, THE SURGEON GENERAL'S ADVISORY COMMITTEE CAME TO THE FOLLOWING CONCLUSIONS ABOUT CIGARETTE SMOKING IN 1964:**

**FIRST, THAT MEN WHO SMOKED HAD AN OVERALL HIGHER MORTALITY RATE THAN MEN WHO DID NOT SMOKE.**

**SECOND, THAT SMOKERS HAD INCREASED MORTALITY RATES FROM CORONARY HEART DISEASE, CEREBROVASCULAR DISEASE, AND OTHER CARDIOVASCULAR DISEASE CONDITIONS.**

**THIRD, THE ADVISORY COMMITTEE SAID CIGARETTES WERE A MAJOR CAUSE OF CHRONIC BRONCHITIS AND CONTRIBUTED TO THE HIGH MORTALITY RATE FOR EMPHYSEMA.**

**FOURTH, THE COMMITTEE SAID -- IN 1964, REMEMBER -- THAT CIGARETTE SMOKING WAS THE MAJOR CAUSE OF LUNG CANCER IN MEN AND MAYBE FOR WOMEN, ALSO.**

**FIFTH, THE COMMITTEE ALSO SAID THAT SMOKING WAS, AT THE VERY LEAST, A CONTRIBUTING CAUSE OF ESOPHAGEAL CANCER, BLADDER CANCER, AND PANCREATIC CANCER, AND THAT PIPE SMOKING CONTRIBUTED TO CANCER OF THE LIP AND THE ORAL CAVITY.**

**FINALLY, THE COMMITTEE CONCLUDED THAT "CIGARETTE SMOKING IS A HEALTH HAZARD OF SUFFICIENT IMPORTANCE IN THE UNITED STATES TO WARRANT APPROPRIATE REMEDIAL ACTION."**

**SUCH "APPROPRIATE REMEDIAL ACTION" WAS TAKEN ALMOST IMMEDIATELY. THE UNITED STATES CONGRESS SOON PASSED A LAW REQUIRING ALL CIGARETTE PACKAGES TO CARRY THE FOLLOWING MESSAGE:**

**"CAUTION: CIGARETTE SMOKING MAY BE HAZARDOUS TO YOUR HEALTH."**

**SIX YEARS AFTER THE RELEASE OF THE FIRST REPORT ON SMOKING AND HEALTH, THE CONGRESS ENACTED A SWEEPING LAW THAT BANNED CIGARETTE ADVERTISING FROM RADIO AND TELEVISION.**

**THE NEW LAW ALSO TOUGHENED UP THE HEALTH WARNING ON CIGARETTE PACKAGES. THE NEW LANGUAGE SAID...**

**"WARNING: THE SURGEON GENERAL HAS DETERMINED THAT**

**CIGARETTE SMOKING IS DANGEROUS TO YOUR HEALTH."**

## **HOW DID THAT COME ABOUT?**

**BY 1970, WHEN THE NEW LAW WAS PASSED, THE ORIGINAL BASE OF 7,000 RESEARCH ARTICLES HAD ALMOST TRIPLED -- APPROXIMATELY 19,000 RESEARCH PAPERS WERE THEN IN THE INTERNATIONAL LITERATURE -- AND THE NEW MATERIAL WAS ALSO VIRTUALLY UNANIMOUS IN IDENTIFYING CIGARETTES AS THE MAJOR CAUSE OF MORBIDITY AND MORTALITY ACROSS A BROAD SPECTRUM OF DISEASE CONDITIONS.**



**THE NEW INFORMATION NOT ONLY CONFIRMED THE FINDINGS  
PUBLISHED IN 1964, BUT ALSO IT LINKED CIGARETTE SMOKING  
TO PANCREATIC, GASTRIC, RENAL, AND CERVICAL CANCERS.  
CIGARETTES WERE ALSO IDENTIFIED AS THE CHIEF CULPRIT IN  
ATHEROSCLEROSIS ... IN PEPTIC ULCERS ... IN COMPLICATIONS  
OF PREGNANCY ... IN INTERACTIONS WITH ALCOHOL AND  
CERTAIN PRESCRIPTION DRUGS ... AND SO ON.**

**IN OTHER WORDS, 6 OR 7 MORE YEARS OF RESEARCH DID NOT WEAKEN OR COMPROMISE THE EARLIER FINDINGS. IT MADE THEM ALL THE MORE FORMIDABLE.**

**BY THE TIME I ARRIVED IN WASHINGTON IN 1981 TO TAKE UP THE POSITION OF SURGEON GENERAL, THERE WERE NEARLY 50,000 PIECES OF PUBLISHED RESEARCH WORLDWIDE.**

**AND AGAIN, THE OVERWHELMING MAJORITY OF THAT RESEARCH ONLY STRENGTHENED THE PUBLIC'S CASE AGAINST SMOKING.**

**THE EVIDENCE AGAINST SMOKING BUILDS EVERY YEAR, AND THE AMERICAN PEOPLE ARE BELIEVING IT.**

**AS YOUR SURGEON GENERAL I RELEASED 8 ANNUAL REPORTS ON SMOKING. THEY HAVE DEALT WITH CANCER, CARDIOVASCULAR DISEASE, CANCER IN WOMEN, SMOKING IN THE WORKPLACE, CHRONIC OBSTRUCTIVE LUNG DISEASE, INVOLUNTARY SMOKING OR WHAT IS SOMETIMES CALLED "PASSIVE SMOKING," AND THE ADDICTIVE QUALITIES OF NICOTINE.**

**EACH ONE HAS ITS OWN SPECIFIC AND IMPRESSIVE DATA BASE.**

**TODAY, THE SMOKING-AND-HEALTH RESEARCH BASE IS STILL GROWING. NOW IT IS COMPRISED OF MORE THAN 60,000 PUBLISHED ARTICLES. AGAIN, THE VAST MAJORITY QUITE CLEARLY REINFORCES THE FACT THAT CIGARETTE SMOKING IS THE SINGLE MOST IMPORTANT FACTOR BEHIND ACUTE AND CHRONIC MORBIDITY AND PREMATURE MORTALITY AMONG ADULTS.**

**OR, IN OTHER WORDS, CIGARETTE SMOKING IS THE SINGLE MOST IMPORTANT REASON WHY AMERICANS GET SICK, THE SINGLE MOST IMPORTANT REASON WHY THEY DIE BEFORE THEY SHOULD.**

**AS THIS RESEARCH BASE EXPANDED, SO DID OUR EFFORTS TO  
EDUCATE THE PUBLIC ... TO GET THOSE WHO SMOKE, TO STOP ...  
AND THOSE WHO DON'T SMOKE, TO NEVER START.**

**IN 1984, I WAS PERSONALLY SO CONVINCED BY THE DATA  
ACCUMULATED THUS FAR THAT I CALLED UPON MY FELLOW  
CITIZENS TO MAKE THE UNITED STATES A "SMOKE-FREE SOCIETY  
BY THE YEAR 2000."**

**WE'LL ACHIEVE THAT SMOKE-FREE SOCIETY BECAUSE WE WILL GRADUATE A CLASS FROM HIGH SCHOOL IN 2000 THAT WILL HAVE HAD 12 YEARS OF ANTI-SMOKING HEALTH MESSAGES. IT STARTED THE YEAR BEFORE LAST, IN THE FIRST GRADE. TEACHING CHILDREN THAT YOUNG WILL ENABLE US TO WIN.**

**THE SURGEON GENERAL'S REPORTS ON SMOKING AND THE WORKPLACE AND ON INVOLUNTARY SMOKING WORKED TOGETHER TO GIVE THE MILITANT ANTI-SMOKERS NEW AND POWERFUL WEAPONS.**

**THE NONSMOKER WAS MERELY IRRITATED AT FIRST...THEN  
BECAME ANNOYED...AND THEN TURNED MILITANT.**

**STUDIES INDICATING THAT PASSIVE SMOKING LED TO 46,000  
DEATHS ANNUALLY (3,000 FROM LUNG CANCER, 11,000 FROM  
OTHER CANCERS, 32,000 FROM HEART DISEASE) MADE THE NON-  
SMOKER MILITANT ...AND SUCCESSFUL IN ACHIEVING CHANGES  
IN SOCIAL CUSTOMS AND IN LOCAL AND STATE LAW.**

**AS OF MID-1988 MORE THAN 230 LOCAL COMMUNITIES HAD  
ADOPTED REGULATIONS RESTRICTING SMOKING IN PUBLIC  
PLACES, A THREE-FOLD INCREASE IN THREE YEARS.**

**A RECENT VICTORY IS THE AIRLINE SMOKING BAN THAT BECAME  
EFFECTIVE LAST WINTER.**

**OF THE 16,000 DAILY FLIGHTS IN THE USA, ONLY 28 SLIP  
THROUGH THE BAN, ALLOWING SMOKERS TO FOUL THE AIR.  
AND NORTHWEST AIRLINES VOLUNTARILY KEEPS THE CABIN AIR  
SMOKE-FREE ALL THE WAY TO HAWAII.**



**AND REMEMBER, LAST NOVEMBER A TOUGH LOCAL SMOKING  
CONTROL ORDINANCE WAS APPROVED BY THE VOTERS IN  
GREENSBORO, N.C. , IN SPITE OF HEAVY OPPOSITION BY  
TOBACCO COMPANIES.**

**IF THE TOBACCO COMPANIES CAN BE BEATEN IN NORTH  
CAROLINA, THEY CAN BE BEATEN ANYWHERE!**